

**SYSTEM AND METHOD FOR REDUCING EXCESS CAPACITY  
FOR RESTAURANTS AND OTHER INDUSTRIES  
DURING OFF-PEAK OR OTHER TIMES**

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5     **Abstract**

          A system and method for reducing excess capacity for restaurants and  
other industries during off-peak hours is provided. Customers or potential  
customers may bid on gift certificates redeemable at restaurants during a  
predetermined time. Users may register with the system and provide  
10    identification and demographic information which may be used by restaurants  
for targeted marketing strategies, promotions, and special offers. The system  
may include a registration module, an auction module, a restaurant guide  
module, a restaurant manager module, rewards and referral center module,  
restaurant reservation module, and advertisement displays.

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